

KSNV DT 3.1  
Quarterly Report  
3<sup>rd</sup> Quarter, 2010

**POLITICS**

PROGRAM TITLE: NEWS 3 AT 6PM

TYPE: NEWS

DATE OF BROADCAST: July 12, 2010

DESCRIPTION: Nevada Republicans now march toward November and look for "unity."  
What are their plans to pull the party together as one?  
What are the immediate and long term goals?

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PROGRAM TITLE: NEWS 3 AT 4PM  
WAKE UP WITH THE WAGNERS 6AM

TYPE: NEWS

DATE OF BROADCAST: July 13, 2010 / July 14, 2010

DESCRIPTION: Former Nevada Republican Senate candidate Chad Christensen is dropping his effort to import Arizona's crackdown on illegal immigration.  
Christensen is abandoning his ballot initiative that would have asked Nevada voters to approve an Arizona-style law in the state of Nevada.  
The initiative faced a number of lawsuits, and Christensen says it would have been hard to gather more than 97-

thousand signatures needed by  
November.

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PROGRAM TITLE:	NEWS 3 AT 6PM
TYPE:	NEWS
DATE OF BROADCAST:	July 13, 2010
DESCRIPTION:	Race for U.S. Nevada Senate. The latest snapshot between the candidates and the latest polling. Also includes favorable and unfavorable ratings.

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PROGRAM TITLE: NEWS 3 AT 11PM

TYPE: NEWS

DATE OF BROADCAST: July 13, 2010

DESCRIPTION: Downtown re-development has been a very hit and miss effort. We're all familiar with the makeover of downtown Las Vegas. Some of the buildings are fantastic...bringing jobs and tax dollars to our city. Others have been a bust. Now...rather than just let the re-development effort concentrate in the downtown area, the city is proposing expanding the plan to cover other run down areas of Las Vegas.

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PROGRAM TITLE: NEWS 3 AT 11PM

TYPE: NEWS

DATE OF BROADCAST: July 13, 2010

DESCRIPTION: The state board of prisons rules the old Nevada state prison will stay open. Governor Gibbons is on that board and he wants to close the prison to save money, but he was outnumbered by two democratic members on the board. They voted to keep the prison open and want to find money to hire more staff at the facility.

PROGRAM TITLE: NEWS 3 AT 11PM  
TYPE: NEWS  
DATE OF BROADCAST: July 13, 2010  
DESCRIPTION: Every politician has their idea of how to fix the massive budget shortfall. We asked Republican candidate for Governor Brian Sandoval how he would fix the hole? He said today one thing he would not do is raise taxes. If he is elected, the first challenge he and the new legislature would face would be balancing the budget.

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PROGRAM TITLE: NEWS 3 AT 6PM  
TYPE: NEWS  
DATE OF BROADCAST: July 14, 2010  
DESCRIPTION: Viewers ask questions regarding Nevada's 3 billion hole in the state budget.  
  
Viewer email asks: "Why is increasing the gaming tax never considered – not even discussed? It is my understanding that large gaming companies "own" the legislatures and Governor, so this may be the reason."

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PROGRAM TITLE: NEWS 3 AT 6PM  
TYPE: NEWS  
DATE OF BROADCAST: July 15, 2010  
DESCRIPTION: Solutions to Nevada's 3 billion dollar crisis?  
Viewers email solutions:  
Tax on food – this concept is being looked at by a local "think tank" NPRI.

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PROGRAM TITLE: NEWS 3  
WAKE UP WITH THE WAGNERS 6AM  
TYPE: NEWS  
DATE OF BROADCAST: July 16, 2010  
DESCRIPTION: Last night Congress passed the most sweeping overhaul of Wall Street since the Great Depression.  
The new measure is designed to protect us against hidden fees and will make buyers prove up front that they can afford the loan.  
It also promises no more bailouts.  
The President is expected to sign the new law on Wednesday.

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PROGRAM TITLE: NEWS 3 AT 5PM  
TYPE: NEWS  
DATE OF BROADCAST: July 16, 2010  
DESCRIPTION: After trailing in the polls for weeks, a new poll shows Harry Reid in the lead against Republican Sharron Angle. Pollsters questioned 625 Nevadans. Reid has a 7 point lead according to the RJ poll.

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PROGRAM TITLE: NEWS 3 AT 6PM  
TYPE: NEWS  
DATE OF BROADCAST: July 16, 2010  
DESCRIPTION: Senator Harry Reid gets good news with a new poll.  
Is it enough reason to celebrate?  
News 3 gets reaction from both democrats and republicans.

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PROGRAM TITLE: NEWS 3 AT 6PM

TYPE: NEWS

DATE OF BROADCAST: July 16, 2010

DESCRIPTION: Special report: The state budget crisis.  
Viewer email writes: "I'm confused here.  
Is this yellow journalism?  
The RJ (newspaper) is not covering this  
story, and I'm not seeing it on the other  
news networks.  
You guys have a big scoop here or you  
are inventing news.  
Which is it?"  
Story reveals the budget and where the  
numbers that make up the three billion  
dollar hole comes from.

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PROGRAM TITLE: NEWS 3 AT 6AM

TYPE: NEWS

DATE OF BROADCAST: July 17, 2010

DESCRIPTION: Latest poll of Nevada U.S. Senate race.  
RJ poll.  
44 percent likely voters would vote for  
Harry Reid. 37 percent of likely voters  
would vote for Sharron Angle.

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PROGRAM TITLE: NEWS 3 AT 4PM  
TYPE: NEWS  
DATE OF BROADCAST: August 16, 2010  
DESCRIPTION: Senator Harry Reid is breaking rank and disagreeing with the President over the debate on the proposed Mosque at ground-zero.

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PROGRAM TITLE: NEWS 3  
WAKE UP WITH THE WAGNERS  
5AM / 6AM  
NEWS 3 - NOON  
TYPE: NEWS  
DATE OF BROADCAST: August 18, 2010  
DESCRIPTION: Clark County is opening its doors to hear what you think.  
The county is inviting everyone to attend its first town hall meeting.  
Officials want to know how the department is doing with providing permits and inspection services.  
The town hall is happening at 4pm today at the Development Services Building on Russell Road and Decatur.



PROGRAM TITLE: NEWS 3 AT 11PM  
TYPE: NEWS  
DATE OF BROADCAST: August 16, 2010  
DESCRIPTION: Not since 9-11 has there been so much discussion about ground zero. The debate concerns building a mosque near the site. Tonight that debate reached all the way to Nevada.

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PROGRAM TITLE: NEWS 3 AT 5PM / 6PM  
TYPE: NEWS  
DATE OF BROADCAST: August 19, 2010  
DESCRIPTION: NEWS 3 has discovered the Governors office is looking into allegations of waste and mismanagement in the State Public Works Department. That is the arm of the government that oversees construction of new state buildings. (Story goes into detail)

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PROGRAM TITLE: NEWS 3  
WAKE UP WITH THE WAGNERS 6AM

TYPE: NEWS

DATE OF BROADCAST: August 20, 2010

DESCRIPTION: Local man has found an unusual way to express his political views.  
A former CFO in Henderson has written a book of political cartoons espousing his conservative views.  
It's called Microman, USA.  
Some are calling it the Doonesbury of the right and his character likes to take shots at the left.

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PROGRAM TITLE: NEWS 3 AT 6PM

TYPE: NEWS

DATE OF BROADCAST: August 21, 2010

DESCRIPTION: Debate information released for the race of Nevada Governor.  
Dates and location listed.  
All debates can be watched on News 3 live.

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PROGRAM TITLE: NEWS 3 AT NOON

TYPE: NEWS

DATE OF BROADCAST: September 13, 2010  
September 17, 2010

DESCRIPTION: INSIDE NEVADA – Extended 5-part one-on-one interview conducted by Jim Rogers, the station's owner. This week's guest: Steve Martin, (not the comedian) a former Marine and former State Controller who wants to be Nevada's next State Treasurer.

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PROGRAM TITLE: NEWS 3 AT 4PM

TYPE: NEWS

DATE OF BROADCAST: September 13, 2010

DESCRIPTION: President Obama is pushing hard to raise taxes on the richest 2% to 3% of Americans.

PROGRAM TITLE:

NEWS 3  
WAKE UP WITH THE WAGNERS  
5AM / 6AM

TYPE:

NEWS

DATE OF BROADCAST:

September 14, 2010

DESCRIPTION:

The debate over tax cuts heats up today on Capitol Hill.  
In Washington Republicans are back from a summer break and trying to convince America that tax cuts for the rich are good for everyone.  
The Obama administration says extending the Bush-era tax cuts for voters making over 250-thousand dollars is "unaffordable."

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PROGRAM TITLE:

NEWS 3 AT 5PM

TYPE:

NEWS

DATE OF BROADCAST:

September 14, 2010

DESCRIPTION:

will  
session.

Is it time to consolidate the four fire departments in valley into one?  
NEWS 3 has learned state lawmakers consider the idea in their next

Assemblyman Tick Segerbloom is requesting a bill drafted on the idea of blending the Clark County, Las Vegas,

North Las Vegas and Henderson fore  
departments into one agency.

PROGRAM TITLE:

NEWS 3 AT 11PM

TYPE:

NEWS

DATE OF BROADCAST:

September 14, 2010

DESCRIPTION:

Voter in seven states and the District of  
Columbia cast their ballots in the last  
round of primaries before the November  
mid-term elections.  
(Results shown)

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PROGRAM TITLE:

NEWS 3 AT 11PM  
WAKE UP WITH THE WAGNERS  
5AM / 6AM

TYPE:

NEWS

DATE OF BROADCAST:

September 14, 2010  
September 15, 2010

DESCRIPTION:

President Bill Clinton arrives in Las  
Vegas tomorrow/today headlining an  
event for Rory Reid.

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PROGRAM TITLE: NEWS 3  
WAKE UP WITH THE WAGNERS  
5AM / 6AM  
NEWS 3 - NOON, 4PM, 5PM, 6PM,  
11PM

TYPE: NEWS

DATE OF BROADCAST: September 14, 2010

DESCRIPTION: State Lawmakers are meeting to break down the budget for several state agencies – but some say they are not looking at the correct numbers.

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PROGRAM TITLE: NEWS 3 AT NOON / 4PM / 5PM / 6PM /  
11PM

TYPE: NEWS

DATE OF BROADCAST: September 15, 2010

DESCRIPTION: Coverage of President Bill Clinton visiting Las Vegas, his speech, purpose and reaction.

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PROGRAM TITLE: NEWS 3 AT 5PM  
TYPE: NEWS  
DATE OF BROADCAST: September 15, 2010  
DESCRIPTION: Although he only has the job for a few more months, is Governor Gibbons standing in the way of planning for the future?  
Review of state agency budgets

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PROGRAM TITLE: NEWS 3 AT 11PM  
TYPE: NEWS  
DATE OF BROADCAST: September 19, 2010  
DESCRIPTION: Incumbent Congresswoman Dina Titus and her Republican challenger Joe Heck have agreed to at least three debates.